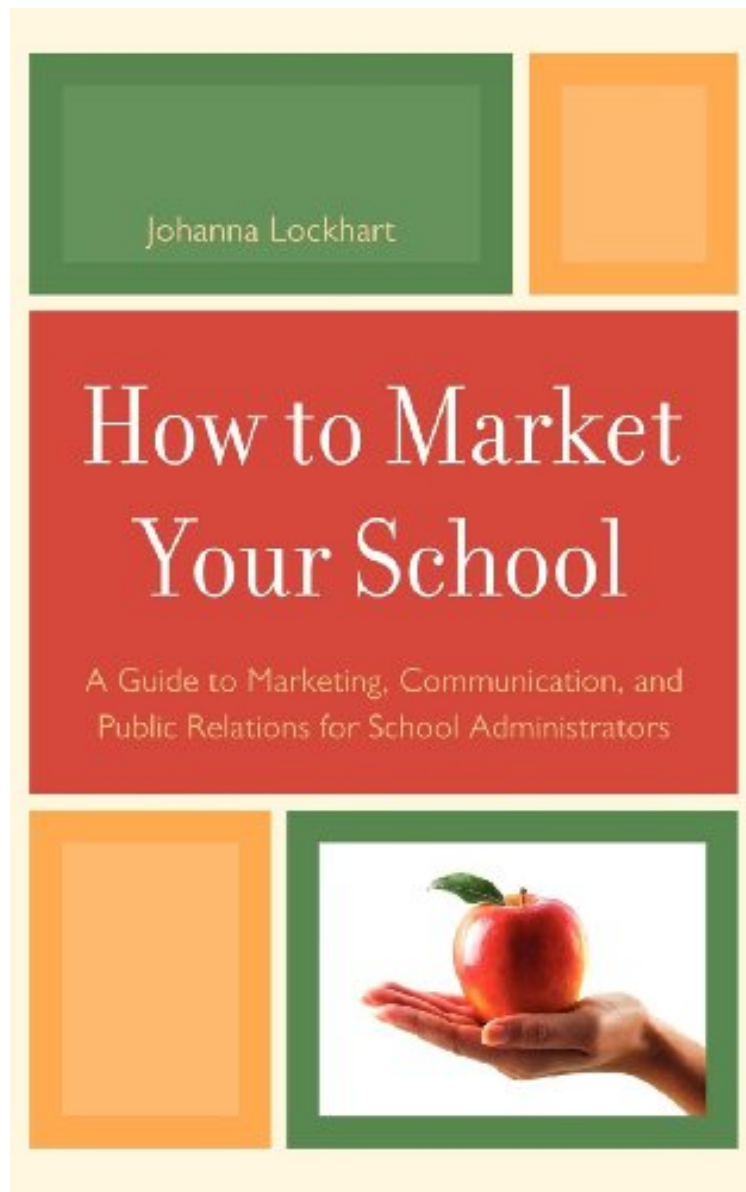


(Ebook free) How to Market Your School: A Guide to Marketing, Communication, and Public Relations for School Administrators

How to Market Your School: A Guide to Marketing, Communication, and Public Relations for School Administrators

Johanna M. Lockhart

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Johanna M. Lockhart : How to Market Your School: A Guide to Marketing, Communication, and Public Relations for School Administrators before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Market Your School: A Guide to Marketing, Communication, and Public Relations for School Administrators:

1 of 1 people found the following review helpful. Some value here but lacking
By Kelley Ridings
Lockhart's book has some useful information in it. However, I was disappointed as I felt the marketing techniques covered could have been geared more toward the digital age. Overall there were several great ideas though in other areas. Marketing for parents and with the community had some really good ideas. Ultimately, was the book worth reading? Certainly. It's worth the cost and the time to read it because there are bound to be several solid ideas that will help your school's marketing efforts. However, I still want to learn more about marketing a school in a modern digital age.
0 of 0 people found the following review helpful. Huge printing error
By Jer
When I finally started to read this book my class I found a huge printing error. It starts on even page number 118 and continues through even page number 238. Very disappointing for a \$40 book.
0 of 0 people found the following review helpful. Lots of headers within chapters help you find information easily. It is a little bit light on marketing ...
By E-Gypsy
This is a easy-to-read book with information presented at a basic level. Lots of headers within chapters help you find information easily. It is a little bit light on marketing through social media, web site evaluation, and web site references. A good intro to marketing. I am going to use it as one of the texts for a class I am teaching on marketing schools.

Increased competition, declining resources, changing demographics, news media scrutiny, and the importance of public perceptions are reasons why schools and school districts need an effective marketing program. However, even school and district administrators who recognize the importance of marketing often feel unprepared to initiate and maintain a strategic marketing effort. *How to Market Your School* is a comprehensive guide that provides school administrators with tools to help them create, implement, and maintain a successful marketing program. Topics covered include developing a marketing strategy, marketing research, communications, media relations, building beneficial partnerships, public relations, and fund raising. Although written for public school administrators, the book is equally applicable to private and charter schools.

A plan needs to be developed no matter what you are trying to achieve. It is critical to know your audience and how to target their needs. In this book, Johanna Lockhart has provided us with just the right tools to go above and beyond. (Jorge F. Cardenas, principal, High School Ahead Academy, Houston, Texas)
As a marketing and public relations professional for more than 30 years, I found *How to Market Your School* to be a thorough "how to" book that principals and other administrators can use to "market" their schools with much success a great guide to navigate the world of promotion. (Lee Vela, general manager student incentives, the Houston Independent School District)
About the Author
Johanna Lockhart currently serves as Manager, Marketing and Business Development at the Houston Independent School District. She has more than 20 years of experience in marketing, communication, and public relations in both the private and public sectors.